

## 3.73(b) Statement

Arbitron, Inc. is the owner of U.S. Patent Application No. 10/800,447, filed March 15, 2004, which is entitled METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH DATA WITHIN COMMERCIAL ESTABLISHMENTS.

Arbitron, Inc., a corporation, is the assignee of the entire right, title and interest of the above-identified patent/application.

As required by 37 CFR 3.73(b)(1)(i) and (ii), a chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee is shown in the attached copy of the recorded assignment and the attached copy of the Notice of Recordation of Assignment Document, which provides the reel and frame number for each recorded assignment document in the chain of title for the subject application/patent.

The current assignee is Arbitron, Inc. The undersigned, whose title is supplied below, is authorized to act on behalf of the assignee.

/Richard P. Bauer/  
Richard P. Bauer, Reg. No. 31,588  
Attorney of Record associated with Customer No. 77,182  
Phone number: 202-625-3500

February 29, 2008  
Date



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JANUARY 31, 2005

PTAS

ST. ONGE STEWARD JOHNSTON & REENS LLC  
EUGENE L. FLANAGAN III  
986 BEDFORD STREET  
STAMFORD, CT 06905-5619



\*102804403A\*

**RECEIVED**  
St. Onge Steward Johnston & Reens

FEB 04 2005

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

FILE \_\_\_\_\_  
DKT \_\_\_\_\_

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/30/2004

REEL/FRAME: 015624/0992  
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

FORR, DAVID PATRICK

DOC DATE: 06/10/2004

ASSIGNOR:

JENSEN, JAMES M.

DOC DATE: 07/23/2004

ASSIGNOR:

FLANAGAN, EUGENE L., III

DOC DATE: 06/04/2004

ASSIGNEE:

ARBITRON INC.  
9705 PATUXENT WOODS DRIVE  
COLUMBIA, MARYLAND 21046

015624/0992 PAGE 2

SERIAL NUMBER: 10800447

FILING DATE: 03/15/2004

PATENT NUMBER:

ISSUE DATE:

TITLE: METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH DATA WITHIN  
COMMERCIAL ESTABLISHMENTS

PAULA MCCRAY, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

08-02-2004



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7.30.04

PATENT  
03382-P0119A ELF

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	David Patrick Forr, <i>et al.</i>
Serial No. Serial No. 10/800,447	Filing Date: March 15, 2004
Title of Application:	Methods and Systems for Gathering Market Research Data within Commercial Establishments
Confirmation No. 1228	Art Unit 2632

Mail Stop Assignment Recordation Services  
 Director, U.S. Patent and Trademark Office  
 Post Office Box 1450  
 Alexandria, VA 22313-1450

**Patent Assignment Recordation Form Cover Sheet**

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. David Patrick Forr, James M. Jensen, and Eugene L. Flanagan III.
2. Name and Address of Receiving Party. Arbitron Inc.; 9705 Patuxent Woods Drive; Columbia, MD 21046.
3. Nature of Conveyance: Assignment. Execution Date: July 23, 2004.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Eugene L. Flanagan III, Registration No. 27,634  
 Attorney for Applicants  
 ST. ONGE STEWARD JOHNSTON & REENS LLC  
 986 Bedford Street  
 Stamford, CT 06905-5619  
 203 324-6155

08/02/2004 6TON11 00000193 10800447

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**Mailing Certificate:** I hereby certify that this correspondence is today being deposited with the U.S. Postal Service as *First Class Mail* in an envelope addressed to: Mail Stop Assignment Recordation Services; U.S. Patent and Trademark Office; Post Office Box 1450; Alexandria, VA 22313-1450.

July 28, 2004

  
 Susan K. Drammeh

OFFICE OF FIRST CLASS MAIL  
 2004 JUL 30 PM 12:18  
 FINANCE SECTION

5. Application Number: Application Serial No. 10/800,447 filed March 15, 2004.
6. Total Number of Applications Involved: 1.
7. Total Fee (37 CFR 3.41). \$40.00 due. A check for this amount is enclosed.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 5. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,

A handwritten signature in black ink, reading "Eugene L. Flanagan III". The signature is fluid and cursive, with a horizontal line drawn across the bottom of the name.

Eugene L. Flanagan III, Registration No. 27,634  
Attorneys for Applicants  
ST.ONGE STEWARD JOHNSTON & REENS LLC  
986 Bedford Street  
Stamford, CT 06905-5619  
203 324-6155

### Assignment

**WHEREAS**, We, the undersigned inventors, have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled **Methods and Systems for Gathering Market Research Data within Commercial Establishments**, bearing Patent Application Serial No. 10/800,447 and filed on March 15, 2004;

**WHEREAS**, Arbitron Inc., a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 9705 Patuxent Woods Drive; Columbia, MD 21046, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

**NOW THEREFORE**, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in any and all countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;

3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;

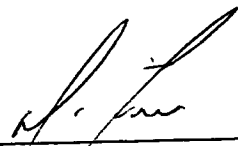
4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not

been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns, which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

**IN WITNESS WHEREOF**, we, David Patrick Forr, James M. Jensen, and Eugene L. Flanagan III, have hereunto set our hands and affixed our seals.


6/10/04  
Date

  
\_\_\_\_\_  
**David Patrick Forr**  
3317 Royal Oak Court  
Ellicott City, MD 21043

**Declaration of Witness**

I declare that I was personally present and did see <sup>DAVID FORR</sup>~~Jack K. Zhang~~, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Columbia, MD, on 6/10/04.

  
\_\_\_\_\_  
Signature of Witness

JACK ZHANG  
\_\_\_\_\_  
Name of Witness

7/23/04  
Date

James M. Jensen  
James M. Jensen  
10702 Faulkner Ridge Circle  
Columbia, MD 21044

**Declaration of Witness**

I declare that I was personally present and did see ~~Jack K. Zhang~~ James Jensen, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Columbia, Maryland, on 7/23/04.

Karen M. Jensen  
Signature of Witness

Karen M. Jensen  
Name of Witness

June 4, 2004  
Date

Eugene L. Flanagan III  
Eugene L. Flanagan III  
19 Juniper Place  
Wilton, CT 06897

**Declaration of Witness**

I declare that I was personally present and did see Jack K. Zhang, who is personally known to me to be the person named in this assignment, duly sign and execute the same.

Declared at Stamford, CT, on June 4, 2004

Susan K. Drammeh  
Signature of Witness

Susan K. Drammeh  
Name of Witness